

## DAFTAR ISI

|   |     |
|---|-----|
| LEMBAR PENGESAHAN .....                         | i   |
| LEMBAR PERNYATAAN ORIENTASI .....               | ii  |
| KATA PENGANTAR .....                            | iii |
| ABSTRAK .....                                   | iv  |
| <i>ABSTRACT</i> .....                           | v   |
| DAFTAR ISI .....                                | vi  |
| DAFTAR GAMBAR .....                             | iv  |
| DAFTAR TABEL .....                              | xi  |
| <br>  |     |
| BAB I. PENDAHULUAN .....                        | 1   |
| I.1 Latar Belakang Masalah .....                | 1   |
| I.2 Identifikasi Masalah .....                  | 2   |
| I.3 Rumusan Masalah .....                       | 2   |
| I.4 Batasan Masalah .....                       | 3   |
| I.5 Tujuan & Manfaat Perancangan .....          | 3   |
| I.5.1 Tujuan Perancangan .....                  | 3   |
| I.5.2 Manfaat Perancangan .....                 | 3   |
| <br>  |     |
| BAB II. TINJU DI RUMAH CEMARA BOXING CAMP ..... | 4   |
| II.1 Tinju .....                                | 4   |
| II.1.1 Sejarah Tinju Di Indonesia .....         | 4   |
| II.1.2 Peralatan Tinju .....                    | 6   |
| II.1.3 Teknik Tinju .....                       | 11  |
| II.1.4 Teknis Pertandingan .....                | 13  |
| II.1.5 Sasana Tinju .....                       | 15  |
| II.2. Rumah Cemara .....                        | 15  |
| II.3 Rumah Cemara Boxing Camp .....             | 17  |
| II.4 Analisis Objek .....                       | 18  |
| II.4.1 Observasi .....                          | 18  |
| II.4.2 Media Sosial .....                       | 19  |

|  |           |
|--|-----------|
| II.4.3 Analisis SWOT .....                                     | 20        |
| II.5 Resume .....  | 22        |
| II.6 Solusi Perancangan .....                                  | 23        |
| <br>   |           |
| <b>BAB III. STRATEGI PERANCANGAN &amp; KONSEP DESAIN</b> ..... | <b>24</b> |
| III.1 Khalayak Sasaran .....                                   | 24        |
| III.1.1 Demografis .....                                       | 24        |
| III.1.2 Geografis .....  | 24        |
| III.1.3 Psikografis .....                                      | 25        |
| III.1.4 <i>Consumer Journey</i> .....                          | 25        |
| III.1.5 <i>Consumer Insight</i> .....                          | 27        |
| III.2 Strategi Perancangan .....                               | 28        |
| III.2.1 Tujuan Komunikasi .....                                | 28        |
| III.2.2 Pendekatan Komunikasi .....                            | 28        |
| III.2.3 <i>Mandatory</i> .....                                 | 29        |
| III.2.4 Materi Pesan .....                                     | 30        |
| III.2.5 Gaya Bahasa .....                                      | 30        |
| III.2.6 Strategi Kreatif .....                                 | 30        |
| III.2.7 Strategi Media .....                                   | 31        |
| III.2.7.1 Media Utama .....                                    | 31        |
| III.2.7.2 Media Pendukung .....                                | 32        |
| III.2.8 Strategi Distribusi dan Waktu Penyebaran Media .....   | 34        |
| III.3 Konsep Visual .....                                      | 35        |
| III.3.1 Format Desain .....                                    | 35        |
| III.3.2 Tata Letak .....                                       | 36        |
| III.3.3 Tipografi .....  | 37        |
| III.3.4 Ilustrasi .....  | 38        |
| III.3.5 Warna .....  | 38        |
| <br>   |           |
| <b>BAB IV. MEDIA DAN TEKNIS PRODUKSI</b> .....                 | <b>40</b> |
| IV.1 Media Utama .....   | 40        |
| IV.1.1 Konsep Media .....                                      | 40        |

|  |    |
|--|----|
| IV.1.2 Spesifikasi Media .....               | 40 |
| IV.1.3 Teknis Produksi .....                 | 41 |
| IV.2 Media Pendukung .....                   | 47 |
| <br>   |    |
| BAB V. KESIMPULAN DAN SARAN .....            | 57 |
| V.1 Kesimpulan .....                         | 57 |
| V.2 Saran .....                              | 57 |
| <br>   |    |
| DAFTAR PUSTAKA .....                         | 58 |
| LAMPIRAN .....                               | 61 |
| SURAT KETERANGAN PERSETUJUAN PUBLIKASI ..... | 68 |
| RIWAYAT HIDUP .....                          | 69 |